

# SUMMIT ON THE ECONOMIC STATUS OF KENTUCKY'S WOMEN

## IMPLEMENTATION STRATEGIES: LEADERSHIP

**A.1. Developing a comprehensive program to increase Kentucky women's political participation in partnership with a program such as the NEW Leadership Development Network affiliated with the Eagleton Institute of Politics: Center for American Women and Politics at Rutgers University.**

**A.2. Promoting existing women's political organizations and encouraging them to more aggressively reach out to women of all socioeconomic levels and races.**

*(Notetaker's note: This group combined A1 and A2. Also may apply to A4)*

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
- **Developing a comprehensive program to increase political participation is directly connected, in fact dependent upon women having a keen understanding of activism, campaigning, how government works, and impacts their lives.**
  - **Create an independent division that address A1-A4-A2 that provides resources such as mentoring, education and linkage of existing services.**
- B. Who are the people and/or organizations that should be involved or have a role?
- **Expand the KCW**
  - **This division needs its own staff, funding, and council of Presidents of women's organizations to guide director.**
- C. If \$ is needed, what are the funding options?
- **Women's Center of Excellence for Public Policy Participation (WPPPP)**
  - **Governor/legislature must demonstrate a commitment to funding at least 3 paid staff.**
  - **Univ. research center for evaluation – improving process (apply the research)**
- D. How can the word get out?
- **Using existing (women's) political organizations**
  - **Political parties**
  - **Interactive websites**
  - **Women's faith communities**
  - **Labor org., various coalitions, e.g. teachers, health care**

**A.3. Establishing additional political mentoring programs for women in their 20s and 30s of all races and socioeconomic levels.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
- **Develop/recruit/train/maintain panel of experienced, knowledgeable women from different backgrounds and ages to serve as pool of mentors**
  - **Council of presidents (see A1) develop best practices and expectations for mentors (guideline handbook), e.g. Like Speaker's Bureau (Mentor's Bureau) from survey of the field**
  - **Use mentors in K12+ environments (girls groups, e.g. Girl scouts) to raise awareness for girls and teachers of civic and political education in and out of school**
  - **Review curriculum for teacher certification and textbooks programs, adult ed., parenting classes, and what is used in schools**

- Recommended changes to provide strategies for gender inclusion re. civic education
- Encourage school superintendents to promote extra-curricular programs led by mentors

B. Who are the people and/or organizations that should be involved or have a role?

- Council of Presidents assign task force to create handbook and survey the field re: mentoring and resource (books, pamphlets, videos, www) bibliography/ reference within KYVL for easy access and ILL (interlibrary loan)
- Oral History Commission could be directed to former candidates to interview for personal experience and strategies
- K-12, post secondary, adult education, hospitals (new parents), county extension, resource teachers dedicated to this initiative (like they have a tech resource teacher), organize in school and extracurricular events

C. If \$ is needed, what are the funding options?

- \$1 for women on tax sheet
- KET
- Political Party
- Women's organizations

D. How can the word get out?

- KET special on women in politics; KYVU program across schools; newspapers; PSC; pamphlets at KCW, pen/pencils/bookmarks and CE providers
- Badge, pamphlets, extra pages for textbooks

**A.4. Conducting workshops on political fundraising, activism and campaigning. Participants from diverse backgrounds can be attracted by choosing appropriate locations such as low-income neighborhoods, community centers and libraries. These workshops should also emphasize the power of the vote.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- Use postsecondary institutions for subject matter experts for workshops (Council on Postsecondary Education can call for proposals from schools)
- Develop interactive online courses that supplement face-to-face workshops so to maintain easy access (KYVU)
- Have a conference to gather the "hard knocks" crowd (candidates, consultants, campaign managers, people in office) to balance theory from post sec w/ practical tips/tricks – e.g. timelines, plans

B. Who are the people and/or organizations that should be involved or have a role?

- CPE
- Women's Political Caucus
- Council of Presidents through KCW
- Sites for access:
  - Ag extension
  - Homemakers
  - YWCA
  - Adult Education
  - Union halls, libraries (near bus routes)
  - Parks and Rec.
  - Mail
  - Consultants
  - Fund raising, Direct Mail, Media, Press
  - Health Department classes

C. If \$ is needed, what are the funding options?

- Scholarships, sponsors, union, women's organizations, customized license plate, car decals, bumper stickers

- **License plate to raise money and raise awareness**

D. How can the word get out?

- **Adult ed. providers inc. DAEL, CFC, Post secondary, CE ofc**
- **Public utilities**
- **Social Service Agencies**
- **Public Service Commercials**
- **Pens/Pencils/Pads/Magnets**

**A.6. Sponsoring forums to encourage dialogue about how women's political participation is influenced by perception of gender roles.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Get planners, set up contacts, publicize, identify locations, gather political party data, create list serve, mission statement**

B. Who are the people and/or organizations that should be involved or have a role?

- **KY League of Women Voters, AAUW, Women's Studies Programs, state and local level political parties, SWIP (Society of Women in Philosophy), ASPA (American Society of Public Admin), local NOW Chapters, KY League of Cities, women's shelter/victim advocates, Farm Bureau, extension offices, local governments, social work organizations, public admin. Associations.**
- **Postsecondary ed. and adult ed. can be providers**
- **Civic Groups (i.e. Rotary Clubs)**

C. If \$ is needed, what are the funding options?

- **Funding from sponsors (see above), grants**

D. How can the word get out?

- **KET broadcast first major forum, news publications, website, university media outlets, local T.V., list serves, local libraries, organizations' newsletters, interactive websites (blogs)**

**A.6. Encouraging all political parties to actively recruit and support women candidates in local, state and national elections.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Work with Emily's List/ League of Women Voters/ Women's Leadership Network to identify qualified women willing to run, use existing party leadership, changing attitudes, survey political party leadership, to find out why they're not recruiting/supporting**

B. Who are the people and/or organizations that should be involved or have a role?

- **Political parties and their leadership, mayors/city councils, see part B of A5, state/county fair boards, Greater Louisville Women's Political Caucus and Bluegrass Women's Political Caucus**

C. If \$ is needed, what are the funding options?

- **Funding/support from political parties, funding from network of organizations, Div. Of Local Governments, ADD**

D. How can the word get out?

- **Networking events, local events, list serves**
- **See part D of A5**

**A.7. Enacting a law requiring gender equity on all state government boards and commissions.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
- **Identify boards and confirm degree of inequity**
  - **Bring attention to the degree of inequity**
  - **These positions are appointed/KY is at 50: use IWPR as search to generate data**
  - **Petition for statewide support: public, grassroots**
  - **Present petition to legislators**
  - **Start at home: recruitment board, KCW (3 men:25 women)**

- B. Who are the people and/or organizations that should be involved or have a role?

**Collaborate with:**

- 1) **KY Women Leadership Network**
- 2) **League of Women Voters**
- 3) **Recruit Economists to support women's contributions to the state economy**
- 4) **Network with various sectors that support women**
  - a. **Healthcare**
  - b. **Art institutions**
  - c. **Education**
  - d. **Business**
  - e. **Representatives from crimes against women. Ex: unrepresented groups. Because not involving people who are aware of the crimes. Give voice to victims.**
  - f. **Remove barriers that sustain out #50<sup>th</sup> states.**

- C. If \$ is needed, what are the funding options?

- **Grants**
- **Women's studies groups**
- **Federal grants (by IWPR)**
- **National Organization for Women's projects**

- D. How can the word get out?

- **Publicize as "people's issues," "economic issue." Avoid labeling as "women's issue."**
- **Direct mail**
- **Brochures**
- **E-mail**
- **Web page**
- **Public meetings, forums**

**A.8. Setting up voter registration booths in visible locations at community and statewide fairs and festivals.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **QW – KCW contacts all people listed in "B" and schedules a "one time" meeting to**
  - **Solicit participation**
  - **Develop a plan**
  - **Assign tasks**
- **Obtain a list of all Kentucky fairs and festivals; contact committees for each fair to get permission and reserve a location. PAC's (political action committees)**
- **Solicit volunteers utilizing membership lists of organizations listed in "B."**
- **Collect voter registration cards to distribute to the sites.**
- **Volunteers for each site could solicit freebies for the table/booth to entice people to register.**
- **QW – Include voter registration in CFC agency and Health Dept. process for WIC, food stamps, KTAP etc.**

- B. Who are the people and/or organizations that should be involved or have a role?

- **Kentucky Commission on Women**

- Kentucky Women's Political Caucus
- Participant list from the Summit
- Political party representatives in each county
- Kentucky Youth Advocates
- Health Dept.
- Daycares
- YMCA
- Civic Clubs
- 4-H
- Colleges/Universities
- Voc. Schools

C. If \$ is needed, what are the funding options?

**No funds needed:**

- Cards are free
- Solicit loans for setup equipment
- Freebies from local businesses and organizations
- Use e-mail for contacting participants and volunteers

D. How can the word get out?

- Ask local papers to cover the event
- Location in a high traffic area
- Post a flyer in public places that women frequent (e.g. welfare offices, grocery store, etc.)

**B.1. Creating a database of existing leadership and mentoring programs for adult women and developing additional programs to fill the gaps.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Identify existing organizations that have information: (examples)**
  - a. KCW list
  - b. League of Cities knows local programs
  - c. Contact universities and colleges
  - d. United Way for shelter programs
  - e. State Board of Education
  - f. KEHA/Corporate extension service
  - g. Use KYVL as centralization point for database
  - h. Civic groups (ex. Rotary Club)
- **Create survey re: programs, mission**  
Their service group, resources
- **Identify program gaps**
- **Design database and compile information**
- **Find home and promote what exists**
- **Build on what exists**
  - What's needed
  - Capable resources
  - Outreach and encourage organizations to develop programs

B. Who are the people and/or organizations that should be involved or have a role?

- **Involve: leaders of existing programs and KCW; president of Commission on women at UK and U of L; ag extension agents; SBDC representatives at local or county levels; ADD reps**
- **Identify organizations serving under-represented populations**
- **Identify interested corporations and non-profits, government agencies that either have programs or will host mentees.**

C. If \$ is needed, what are the funding options?

- **Funding for database development**

**Summit on the Economic Status of Kentucky's Women**

Implementation Strategies: Leadership

*These strategies were recorded word-for-word from the flip charts in each session, and have not been edited.*

- a. Banks – private sector
- b. Universities for student project
- c. Grant
- d. Organize fund for this effort and appeal to female and male leaders
- Funding for new program development
  - e. Foundations (Ford, etc)
  - f. Partnerships w/ existing programs
  - g. Private sector

D. How can the word get out?

- Web sites and links
- PSA's
- Local cable access shows
- Noon lunch programs – TV
- Public radio
- Civic – higher ed. conf.
- Email lists
- Church bulletins
- Women's history month
- Local papers
- Shelters
- Statewide speaker's bureau
- Survey

**B.2. Encouraging existing community leadership programs (Leadership Owensboro, Leadership Louisville, Leadership Kentucky, etc.) to insist on gender, racial and income equity among participants.**

*NOTE: Template applied to four specific strategies*

1. 1. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
    - **Identify existing leadership programs throughout the commonwealth**
  2. Who are the people and/or organizations that should be involved or have a role?
    - **Kentucky Commission on Women, Kentucky Chamber, local chambers**
  3. If \$ is needed, what are the funding options?
    - **Email, follow up letter? (Low \$) (none)**
  4. How can the word get out?
    - **Email for contact, information or snail mail/phone**
- 
2. 1. What are the tasks to be done and/or the activities to be initiated?
    - **Initiate contact w/ org. leadership for the purpose of affecting participant diversity**
  2. Who are the people and/or organizations that should be involved or have a role?
    - **Women of numbers and influence to org. board leadership and staff.**
  3. If \$ is needed, what are the funding options?
    - **Nominal**
  4. How can the word get out?
    - **Face-to-face (preferred) phone/mail**
- 
3. 1. What are the tasks to be done and/or the activities to be initiated?
    - **Focus primary lobbying efforts on Leadership Kentucky to set standard for other community leadership programs**
  2. Who are the people and/or organizations that should be involved or have a role?
    - **Board Members who establish criteria; human relations/equity orgs.**
  3. If \$ is needed, what are the funding options?
    - **Nominal**
  4. How can the word get out?
    - **Networking, face-to-face, keep the 'buzz' going**

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4. 1. What are the tasks to be done and/or the activities to be initiated?
  - **Challenge recruiting strategies of leadership programs, redo application process to target diverse applicants**
2. Who are the people and/or organizations that should be involved or have a role?
  - **Bd., pressure from interest groups**
3. If \$ is needed, what are the funding options?
  - **Nominal; scholarships?**
4. How can the word get out?
  - **Great P.R. for localities and state, civic organizations, public education. institutions**

**B.3. Implementing school-based leadership training for girls and adding opportunities to develop leadership skills through (1) academic, (2) athletic and (3) social participation**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
  - 1) **Research successful programs: adapt to socioeconomic status, age, culture, individual work goals, jobs**
  - 2) **Identify program(s) proven successful**
  - 3) **Clearly define meaning of leadership as it applies to age, education, personal interest, aptitude, e.g. all girls are not interested in government, but may develop skills in a social or athletic environment**
- B. Who are the people and/or organizations that should be involved or have a role?
  - 1) **Mentors, peers and wisdom figures**
  - 2) **People with psychological, humanistic skills, concerns**
  - 3) **Program experts, facilitators**
- C. If \$ is needed, what are the funding options?
  - 1) **Grants for certain areas**
  - 2) **Partner with existing programs, e.g. scouts, 4-H, Kids Café tutoring**
- D. How can the word get out?
  - **Publicize: schools, teachers, counselors, existing programs, e.g. scouts, 4-H, Boys & Girls Clubs**
  - **Businesses that young people patronize, theaters, pizza, malls, coffee shops, amusement parks, church groups, mental health sites**

**B.4. Encouraging employers to set up workplace mentoring programs for women by offering incentives such as tax breaks and awards programs.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
  - **Identify employers/participants (corporation/business)**
  - **Determine existing employers with mentoring programs**
  - **Identify existing mentoring groups/organizations/individuals**
  - **Determine need**
  - **Develop program based upon needs of all groups/individuals, including tax breaks toward program**
  - **Develop partnerships**
- B. Who are the people and/or organizations that should be involved or have a role?
  - **Employers (haves and have-nots)**
  - **Existing Mentoring Organization**
  - **Committee promoting mentoring programs**
  - **(also C) Sponsors (legislative) for tax break issues (lobbyists, PAC's)**
  - **(also C) Foundations, organizations and other groups/individuals for awards programs**
- C. If \$ is needed, what are the funding options?
  - **Grants**

D. How can the word get out?

- **Face-to-face meetings**
- **Direct mail/email/phone calls**
- **Job fairs**
- **Internet website**
- **Business and civic organizations, (open) meetings**
- **Media – news releases, public service announcements**
- **Publications, brochures, org. newsletters, posters**
- **Promotional items**
- **Videos, Power Point, infomercials**

**B.5. Gathering more information about how businesses fill positions on corporate boards and making it available to women and the public.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Clearinghouse of info established**
- **Use local chamber of commerce for info for contacts**
- **Group by type + levels of appt. criteria**
- **Learn how to play golf well (like Annika Sorenstam)**

B. Who are the people and/or organizations that should be involved or have a role?

- **Just as Women's Political Caucus of KY does for political advancement, an organization could be started to plan this sort of campaign**
- **Chamber of Commerce of KY?**

C. If \$ is needed, what are the funding options?

- **Sponsorship by state women's groups (e.g. KCW) to provide data warehouse software and/or website for input/display**

D. How can the word get out?

- **Websites like monster.com that match up skills/ exp. posted with corporate board exec search committees**

**B.6. Encouraging the appointment of more women to corporate boards in Kentucky.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **List of women eligible or desirous**
- **List of boards to which women could be appointed – who appoints – who knows them**
- **What are qualifications?**
- **Term of office**

B. Who are the people and/or organizations that should be involved or have a role?

- **A government entity**
- **The boards themselves, the board leadership**
- **The constituency that board serves**

C. If \$ is needed, what are the funding options?

- **Would any be needed?**
- **Government/business**

D. How can the word get out?

- **Media – letter to editor**
- **Letters to constituency that board serves**

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- **Networking**

**Recommendation: B.7. Establishing local training programs to prepare women to serve on local economic development boards and commissions.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
- **Hook in with service provider**
  - **Modify curriculum if needed**
  - **Scale up delivery method (KCTCS, Adult Ed., DLG)**
  - **Coordination/oversight**
  - **Poster child/role model identified to deliver message (like Pres. Carter for Habitat)**
- B. Who are the people and/or organizations that should be involved or have a role?
- **KIDC**
  - **Local chambers of commerce**
  - **KCTCS/KYVU**
  - **Cooperative Extension**
  - **Local civic and women's groups**
  - **Adult education**
  - **Churches**
  - **Small business development centers**
  - **County judges/mayors**
  - **Dept. of Local Govt. for local issues conference education**
  - **ADD's**
- C. If \$ is needed, what are the funding options?
- **Minimal, could charge \$30 or less for attendees**
  - **QW If KIDC used, already in place**
- D. How can the word get out?
- **Libraries**
  - **Public service announcements (NPR)**
  - **KET**
  - **Must create local ownership and buy in to promote getting the word out.**
  - **Most media offers some free publishing, so include all.**

**B.8. Providing support services such as child care to allow more women to participate in mentoring and leadership programs.**

- A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)
- **Identify and plan for local support services (childcare, transportation, disabled participants)**
  - **Partner with providers below in B**
  - **Look for grant monies or other funding sources to pay travel expenses (e.g. transportation, lodging).**
  - **Develop "brown bag"/lunchtime mentoring and leadership programs**
- B. Who are the people and/or organizations that should be involved or have a role?
- **Use Adult Ed. / Family Literacy model (KY Institute for Family Literacy)**
  - **Cab. For Families and Children**
  - **People who need certification for childcare providers**
  - **Red cross certification (make this experience part of requirement)**
  - **Use church/student groups**
  - **Partner w/ Voc. Rehab / Dept. for Blind**
  - **Big Brothers/ Big Sisters**

- Sorority groups
- Colleges and universities for volunteers

C. If \$ is needed, what are the funding options?

- Part of registration fees could be free (if using agencies or volunteers)

D. How can the word get out?

- Advertise in registration of the program
- Include Media that doesn't cost money – TV, radio, newspaper, web sites

**C.1. Launching public awareness campaigns through television, radio, print media, meetings, rallies and committees to educate Kentuckians about women's contributions as leaders in a variety of fields.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- Form a committee
- Identify people who are interested in the project, identify community leaders (who already volunteer)
- Get place to meet, date, time – send out invitations. Do we need small groups?
- Goals – agree on what we want to accomplish; set up time table; create media packets; start fund raising

B. Who are the people and/or organizations that should be involved or have a role?

People to get the word out:

- Governor's office – Public relations director
- Metro Government – public information officers
- County government – public information officers
- Private organizations – civic groups
- Business org. – newspaper, television & cable TV, radio stations
- Civic Groups – i.e. Rotary Club

People who would contribute names of women who have contributed as leaders in various fields:

- Organizations would be polled to see who their leader to be included in this campaign.
- Women's Studies at universities
- Kentucky Commission on Women
- Churches
- State Library and Archives, Historical Society

C. If \$ is needed, what are the funding options?

- Public service announcements are free
- Solicit sponsorship
- Government agencies that might support project
- Women's groups
- Grants

D. How can the word get out?

- Media packets
- Network with right people
- Commitment from media
- Write, record PSA's

**C.2. Creating a state-maintained web site containing information for women and girls in all areas. The site would include resources for education and career advancement as well as for mounting political campaigns.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **QW** - Coordinate additional link to state website
- Form research committee to look at current resources on the web and elsewhere

- **Develop a comprehensive website or search engine for women. Any woman could go to and it would link them to other websites that address the need, ex: domestic violence resources, health resources, economic/education, family well being. (Suggested name: www.wholewoman.com)**
- **A site that would be a complete “how to” guide for women.**

B. Who are the people and/or organizations that should be involved or have a role?

- **Kentucky Commission on Women**
- **Governor’s Office of Technology.**
- **Who? Find out who knows how to develop a website/search engine, ex. Colleges/university – get them to loan a computer programmer to assist in the planning.**
- **Business Owners/ Managers through Local Rotary Clubs and other business organizations.**
- **Contact organizations like KDVA, Office of Women’s Health – Emily’s List, Whitehouse Project, who would want to be listed on the website.**

C. If \$ is needed, what are the funding options?

- **Little start-up cost, use existing resources, and if additional funds needed they could come from sponsors/contributions.**
- **Solicit funds from participants for the website – National Organizations and federal money.**

D. How can the word get out?

- **Via cabinet-level offices and agencies**
- **KET**
- **Educational institutions**
- **Word of mouth**
- **Develop a planning committee who would design an ad campaign – newspapers, flyers, list serves.**

**C.3. Presenting programs to civic and women’s groups demonstrating the need for greater political participation, including voting, by women.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Identify similar programs w/ similar/same goals & partner or utilize resources.**
- **Plan program topics & activities & training packet (i.e. voter registration model, aid in identifying activist groups & political leaders)**
- **Make available statewide via internet or one-day workshop for facilitators & interest groups**

B. Who are the people and/or organizations that should be involved or have a role?

- **Kentucky Commission on Women**
- **Democratic and Republican (and all other political parties)**
- **Universities/colleges (administration, women’s programs, student government, political studies)**
- **Chamber of Commerce**
- **KY League of Cities**
- **Department. of Local Government**
- **KY Women’s Political Caucus**
- **League of Women Voters**
- **Local Rotary Club**

C. If \$ is needed, what are the funding options?

- **For sponsoring organization (KCW, maybe)**
- **Minimal costs – including paper, time of staff (1 or 2 people), possible one-day workshop expense.**
- **Website would save money**
- **Groups in B would implement much at own publication expense.**
- **Top organization could solicit funding via federal government, nonprofits, and political organizations, grants at state and national level.**

D. How can the word get out?

- **Via e-mail, letters, and list serves related to organizations in B.**
- **Press conference from parent org(s) to KY media outlets**

**C.4. Challenging business organizations such as local chambers of commerce to educate women about how to become effective members of their organizations.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Find out who holds the “key” to motivating the local chambers and organizations – funding sources??**
- **Work with the keyholders to develop initiatives and incentives to encourage/challenge the organizations and chambers of Commerce.**
- **Initiative ad campaign**
- **Incentive – grants, recognition/awards**
- **What is already happening around this issue?**
- **Attend COC director’s meeting – QW?**

B. Who are the people and/or organizations that should be involved or have a role?

- **Women-run civic groups/ religious groups, homemakers**
- **Chamber of Commerce, reg. Planning commissions, university women’s forums, sororities, schools of social work/ public admin., etc.**

C. If \$ is needed, what are the funding options?

- **No money required - recommend standing committees for above orgs.**

D. How can the word get out?

- **C+D – contact national org such as White House Project, Emily’s list, etc to fund organizing position to get the word out**

**C.5. Conducting forums across the state on such topics as leadership development, business ownership and mentoring.**

A. What are the tasks to be done and/or the activities to be initiated? (If within 6 months, highlight as a quick win--QW)

- **Develop a coalition to implement C-5**
- **Develop the topics, messages, or content**
- **Determine target audiences**
- **Identify resources needed, i.e. people, funds, sites, materials**
- **Identify resources available**
- **Solicit support from B 1-2 groups to deliver the programs (awareness and training in specific need areas, i.e. writing a business plan)**
- **Based on target audience, topic, and location (which must be matched to B 1+2) determine areas for forums**

B. Who are the people and/or organizations that should be involved or have a role?

- **BPWAs – Business and Professional Women’s Associations**
- **Chambers of Commerce**
- **Universities (esp. women’s studies, business, extension services)**
- **Political leaders**
- **Non-profit and for profit organizations**
- **Small Business Development Association**
- **KCTCS**
- **Women’s Clubs**
- **Civic groups (i.e. local Rotary Clubs)**

C. If \$ is needed, what are the funding options?

- **Write a grant proposal**
- **Existing resources from B 1 and 2, in kind support from local businesses + organizations to get them to denote a site for forum and possible help w/ refreshments and getting the word out**
- **Local women's organizations**

D. How can the word get out?

- **Local women's organizations**
- **PSA's**
- **Newsletters of B 1 & 2 (organizations)**
- **Social services**
- **Public service sections of newspapers**

### **Parking Lot**

Suggestion: Take ideas from A-8 – voter registration and set up booths at local welfare offices, homeless shelters, community centers to encourage the consumers that are low-income, disenfranchised to vote!

Briefing papers to educate the public

Set up volunteer groups to take people who can't drive (elderly, etc) or have no transportation to voting places.  
(next comment): unbiased organization

Need committees to continue this work – this is sketchy

Don't reinvent the wheel! Many tasks are already being done on some level...

(next comment): I agree. The problem is that these are not all known but networking in groups like this is where it's at!  
Go KCW!

Exploit university resources – students (e.g. radio/TV majors who need sr. projects; communications majors for brochure/PSA design; comp. sci. majors; math depts. with stats analysis services), facilities (use is free when sponsored by faculty or student organizations such as Feminists at Northern)

University forums provided by Student Gov'ts and women's studies to do a women's issues week

1-day (politics, health, education, business., and celebration each day of all 4-fairs) with platform on issues, activities, mentors

Once the funds/infrastructures are in place – will it answer the underlying concern: how do we engage the "average" woman? And identify her?

Contact KEA/State ed groups for civic day/ curriculum to identify other resources

Invite conference participants to join KCW-action listserve

Create tool kit for conference participants to spread the word: ex. Letter to editor; outline of short speech complete w/ bibliog. Or briefing paper (2 pg); logo (digitized for reproduction)

Need a listserve of those in this group and attending conference so work can continue

Get group together again for more work